

## New Order

<b>Agency:</b>	Crossroads Media LLC	<b>Station:</b>	WJLA-TV	<b>Flight Start:</b>	05/30/2012
<b>Office:</b>	Alexandria	<b>Order Type:</b>	Normal	<b>Flight End:</b>	06/05/2012
<b>Client:</b>	12 - CrossroadsGPS	<b>Cancel Date:</b>		<b>Hiatus:</b>	
<b>Product:</b>	11 - Crossroads GPS	<b>Billing Cycle:</b>	Monthly		
<b>Piggyback Product:</b>		<b>Billing Calendar:</b>	Broadcast		
<b>Estimate:</b>	596 - GPS VA FLIGHT B TV 60S 5.30-6.5.12	<b>Received in ePort:</b>	5/17/2012 5:40:47 PM		
<b>Primary Demo:</b>	A35+	<b>Local/National:</b>	Local	<b>Airtime Dollars:</b>	\$21,400.00
<b>Demo 2:</b>		<b>Rep Office:</b>	WJLA-TV	<b>Interactive Dollars:</b>	\$0.00
<b>Demo 3:</b>		<b>AE:</b>	Barbara Monares	<b>Non-Airtime Dollars:</b>	\$0.00
<b>GRP:</b>	13.90	<b>Phone:</b>		<b>Total Dollars:</b>	\$21,400.00
		<b>OrderID:</b>	2135068	<b>Total Spots:</b>	5
		<b>Status:</b>	New		
<b>CPP:</b>	\$1,539.57			<b>MarketShare:</b>	
<b>Comments:</b>	Separation: 30				

## Daily Airtime Lines

Line No	Daypart (Program)	DPT							Totals for Entire Flight						
		Code	Rate	C/T	Len	5/30	5/31	6/1	6/2	6/3	6/4	6/5	Spots	Rtg	CPP
1	WThFMTu 6P-6:30P ABC7 NWS AT 6	EN	\$3,200.00	C	60	0	1	0	0	0	1	0	2	2.90	\$1,103.45
2	LPMay/2011LP (pav) WThFMTu 11P-11:35P ABC7 NWS AT 11	LN	\$5,000.00	C	60	1	0	1	0	0	0	1	3	2.70	\$1,851.85
LPMay/2011LP (pav)															
Total Spots:						1	1	1	0	0	1	1	5		
Total GRP/GIMP(000):						2.7	2.9	2.7	0.0	0.0	2.9	2.7			13.9
Cash\$ - Spots: \$21,400.00 - 5 Trade\$ - Spots: \$0.00 - 0							Total Cost: \$21,400.00			Total CPP/CMP: \$1,539.57					